

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT APPLICATION OF:

KHOO, et al.

Group Art Unit: 2761

Appln. No.: 09/625,832

Examiner: Khanh H. Le

Filed: July 26, 2000

Title: METHOD AND SYSTEM FOR ORDERING AN ADVERTISING SPOT OVER
A DATA NETWORK

October 15, 2003

CERTIFICATE OF FACSIMILE TRANSMITTAL

This paper is hereby telcopied to the United States Patent and Trademark Office,
facsimile number (703) 877-9326, addressed to Commissioner of Patents and to the attention of
Examiner Khanh H. Le,
On October 17, 2003; by *Hans-Peter Hoffmann*
Hans-Peter Hoffmann

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AMENDMENT

MAIL STOP: FEE AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

OFFICIAL

Sir:

In response to the Office Action dated August 4, 2003 please amend the above identified
application as follows:

IN THE CLAIMS:

1. (Currently Amended) A method over a data network for an advertiser to order an
advertisement to fill an advertising spot embedded with content comprising a motion picture for
an advertisement over a data network to be transmitted to one or more target users during
transmission of a motion picture, comprising: